

What is claimed is:

Claims 1-16 are cancelled.

5 17. (New) A method for obtaining web-based advertising research data
over a communications system, comprising the steps of:

displaying at least one advertisement on a website;

requesting at least one user to react to the advertisement by pointing and
clicking on at least one feature of the advertisement that is being displayed;

10 storing said point and click data, wherein the point and click data
comprises at least one of location of at least one feature in the advertisement with a
greater impact and location of first feature noticed in the advertisement;

posing at least one question to said at least one user based on said
collected point and click data.

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18. (new) The method according to claim 17, wherein a feature is a word,
phrase, object, person, animal, or scene depicted in the advertisement.

19. (new) The method according to claim 17, further comprising the step
20 of:
analyzing collected data.

20. (new) The method according to claim 19, further comprising the step
of:

displaying locations of all point-and-click data collected for the advertisement.

21. (new) The method according to claim 19, further comprising the
5 steps of:

displaying percentage of point-and-click data collected for various sections of the advertisement.

22. (new) The method according to claim 19, further comprising the step
10 of:

transforming word responses into point-and-click data for display.

23. (new) A system for obtaining web-based advertising research data over a communications system, comprising:

15 a computer for displaying at least one advertisement on a website, wherein at least one user is requested to react to the advertisement by pointing and clicking on at least one feature of the advertisement that is being displayed;

a storage device for storing said point and click data, wherein the point and click data comprises at least one of location of at least one feature in the
20 advertisement with a greater impact and location of first feature noticed in the advertisement, wherein said computer poses at least one question to said at least one user based on said collected point and click data.

24. (new) The system according to claim 23, wherein a feature is a word, phrase, object, person, animal, or scene depicted in the advertisement.

5 25. (new) The system according to claim 23, further comprising:
a processor for analyzing the collected data.

26. (new) The system according to claim 25, further comprising:
a display device for displaying locations of all point-and-click data
collected for the advertisement.

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27. (new) The system according to claim 25, further comprising:
a display device for displaying percentage of point-and-click data
collected for various sections of the advertisement.

15 28. (new) The system according to claim 25, wherein the processor
transforms word responses into point-and-click data for display.